



## **TRADE MISSION TO GUADALAJARA & MONTERREY, MEXICO OCTOBER 14 - 17, 2003**

**Increase YOUR company's sales!** How? By participating in a Trade Mission to two of Mexico's most important industrial cities; Guadalajara and Monterrey, October 14 – 17, 2003. The cost is just \*\$2,725 per person and registration closes September 5, 2003.

### **Why Mexico?**

- ◆ Mexico is our 2<sup>nd</sup> largest trading partner after Canada and the largest economy in Latin America
- ◆ Easy market to access: We share 2,000 miles of border
- ◆ The North American Free Trade Agreement (NAFTA) has created even greater opportunities, ease and transparency in trade

### **Where are the best sales opportunities?**

**Guadalajara:** Considered one of Mexico's most beautiful and livable cities, it has experienced explosive growth, especially in electronics manufacturing. Guadalajara is the second largest distribution and retail center in Mexico. CS Guadalajara is responsible for seven states in Western Mexico including the key manufacturing and industrial states of Jalisco, Aguascalientes and Guanajuato. Major important sub sectors within the region for this mission include auto parts, electronics, metalworking and processed foods.

**Monterrey:** This post oversees one of the most rapidly growing regions including some of Mexico's most important industrial centers. Major industries include mining, steel, glass, aluminum, cement, food processing, auto parts and automotive assembly and telecommunications traffic centers. Monterrey, the capital of the state, is the home of Mexico's largest industrial conglomerates that produce a wide range of products.

### **What does this Trade Mission include?**

**Trade Specialists residing in each city, with over 20 years of Commercial Service experience in the Mexican market, will personally match your company with the best prospective partners, representative or distributors in each market.**

**You'll also receive:**

- ◆ One-on-one pre-screened business appointments
- ◆ Expert market and trade finance briefings in both of these markets
- ◆ Pre- and post-event export counseling by Department of Commerce Commercial Specialists
- ◆ Full logistical support, including interpreters

**For additional information & application contact: Gerardo Victorica at:  
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\*Does not include travel/lodging. One stop pricing also available upon request.